

Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$0.9 BILLION	72%
FLOWERS	\$2.7 BILLION	68%
EVENING OUT	\$4.1 BILLION	49%
GIFT CARDS	\$2.8 BILLION	47%
CLOTHING	\$2.7 BILLION	40%
JEWELRY	\$6.1 BILLION	35%
OTHER	\$1.1 BILLION	27%

OVERALL MOTHER'S DAY SPENDING



83%

Of people plan to celebrate Mother's Day in the U.S.



44%

Of people plan on finding a gift that's unique or different in the U.S.



\$220.48

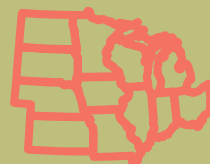
Average expected spending on Mother's Day in the U.S.



\$28.1 BILLION

Planned spending on Mother's Day in 2021, up \$1.4 billion from 2020 in the U.S.

MISSOURI FACTS



82%

The percentage of Midwesterners who plan to celebrate Mother's Day.



LIAM & OLIVIA

The most popular baby names in Missouri according the Social Security Office in 2019.



76,428

The numbers of mothers, ages 15 to 50, who gave birth in 2019.



15,455

The estimated number of childcare workers in Missouri in 2020.